

The launch of CANADA'S HAND HYGIENE CAMPAIGN is scheduled for MONDAY, OCTOBER 15, the start of National Infection Control Week. The launch will occur at one of the pilot sites. Additional details will be provided to us by the organizers, the Canadian Patient Safety Institute (CPSI), as available.

CPSI is developing 12 campaign posters with key messages. So far, three of the messages have been confirmed:

## **DID YOU KNOW...**

1. ...it is up to you to protect your patients by cleaning your hands?
2. ...if you clean your hands others will too?
3. ...that alcohol rub is as effective as handwashing and it takes less than 30 seconds?

CHICA-Canada members are invited to give suggestions as to the remaining 9 key messages, following the "DID YOU KNOW" theme.

If you have suggestions for key messages to be placed on the campaign posters, please send them to:

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The deadline for receipt of your suggestions is: **Friday, August 24 2007.**